

DOWNTOWN LOVELAND

LOVELAND, OHIO | 1 APRIL 2019

Strategic Investment Plan by

YARD & COMPANY

SCHEDULE Three-stage process

- » Discovery [December - January]
- » Exploring options and testing ideas [February - March]
- » Deciding and doing [April - May]

Stage 1 Recap: Summary of Understanding

STAGE 1

- » Demographic & market trend analysis
- » Focus groups & interviews
- » Digital survey & place mats
- » Public Kickoff Event and Walking Tour
- » “Dotmocracy”
- » Physical mapping analysis



STAGE 1 Market + Demographics



The Loveland area is growing

In 2010 there were 45,827 people living within a ten minute drive time. That population has grown to 58,399 residents in 2018, a 27% increase.



Loveland is aging

The population of the area is aging with an average age of 39.6 in 2018, up from 38.4 in 2010 and projected to grow to 41.0 by 2023.



Wealth is growing

The median household income in 2018 is \$92,487, this compared to \$53,347 in Hamilton County and \$58,100 nationally.

LOVELAND SNAPSHOT*

- » 90.7% white
- » \$93,658 median household income
- » \$45,346 per capita income
- » Housing: 95.8% occupied
- » Ownership/rental %: 75.5/20.3

*Source: ESRI data, 10-minute driving radius from Study Area

STAGE 1 Focus Groups

- » Elected Officials
- » Brand Drivers
- » Property Owners
- » Loveland Station
- » City Technical Staff
- » Historic Preservation
- » Loveland Schools
- » Loveland Farmers Market
- » Real Estate Professionals
- » Developers

STAGE 1 Place mats + Survey

Help us
shape the future
of downtown
LOVELAND

WHAT WE ARE DOING

The City of Loveland is creating a plan to shape the next 5-10 years of growth in downtown. We'd love to get your input on what change might look like in the years ahead!

How to get involved

<https://www.lovelandoh.gov/>



Search for and circle the top 5 words you most associate with downtown Loveland

CONNECTED	RETIREMENT
<u>GROWTH</u>	RIVERFRONT
HEALTHY	SAFETY
HISTORY	SCHOOLS
<u>HOSPITALITY</u>	TRAIL
RECREATION	<u>VILLAGE</u>
<u>RESTAURANT</u>	<u>WALKABLE</u>

A word search grid with the following words circled: GROWTH, HOSPITALITY, RESTAURANT, VILLAGE, WALKABLE.

SURVEY RESPONDERS*

- » 87% live in Loveland
- » 10.4% own a business in Loveland
- » 15.8% work in Loveland
- » 28.5% are Loveland visitors
- » 38.3% own property in Loveland

* Respondents permitted to select multiple options

Just a few questions

What is your relationship to downtown Loveland? (Check all that apply)

- ☒ Resident
☐ Business Owner
☒ Visitor
☐ Other

What are your favorite things about Loveland?

Greater's
The food
Walking
Bike Trail
River View

What are your least favorite things about Loveland?

The parking
Sucks!
Knock down
that ugly gas
station and
make it a
parking lot!

What else comes to mind when you think about Loveland and how it can improve over next 5-10 years?

Make more parking
areas! this will
improve guests
visiting stores and
families in downtown
Loveland!

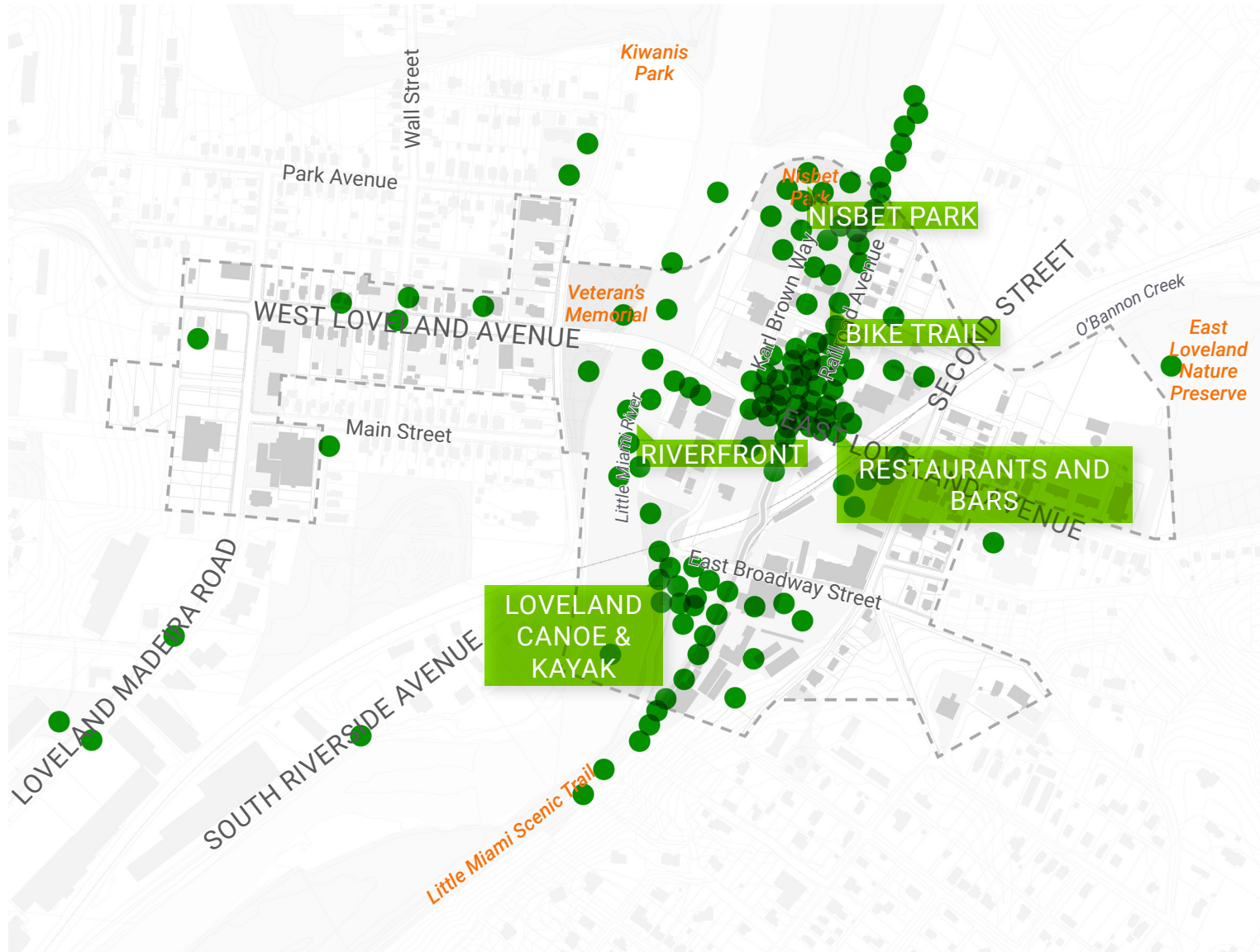
STAGE 1 Place mats + Survey Summary

- » Development is happening to us, not with us
- » Love thy Neighbor
- » How do we get around how we get around?
- » Outside is Free(ing)

STAGE 1 Public Event Number 1



STAGE 1 Dotmacracy



TOP STRENGTHS

- » Bike trail
- » Restaurants and bars
- » Nisbet Park
- » Loveland Canoe & Kayak
- » Downtown "feel"

STAGE 1 Dotmacracy



TOP WEAKNESSES

- » Loveland Madeira Road
- » West Loveland Avenue intersection at Railroad Avenue
- » Loveland Station scale/design

Stage 1 Recap: The Job to be Done

The overarching objective is that
it is all about Community

A group of diverse older adults, including men and women of various ethnicities, are jogging together on a wooden bridge. They are wearing athletic gear like t-shirts, tank tops, and shorts. The background is filled with lush green trees, suggesting a park setting. The overall tone is active and healthy.

In Loveland, you can

Settle down without settling

YARD & COMPANY



In Loveland, we
go in feet first

YARD & COMPANY

A large group of people is gathered in a grassy field for an outdoor event. In the background, there is a stage with a canopy and a dense line of trees. People are sitting on blankets and chairs, some are standing and talking. The scene is lively and social.

In Loveland, we provide
experience management

YARD & COMPANY



In Loveland, you can

spend the day or stay the night

YARD & COMPANY

Stage 2: Testing ideas

FOCUS ON THE JOB TO BE DONE

Settle down without settling

Home rehabs and infill development for young couples and families; active adult condos and cottages; and amenities that serve both markets.

Go in feet first

Walkable and streets/intersections; active street frontages; traffic calming; and expanded bike/trail network

Experience management

Dedicated programming, marketing, and storytelling management of downtown public spaces and streets.

Spend the day or stay the night

A full hospitality offering that attracts people to linger longer in downtown.

PLANNING The Conventional Way



PLAN

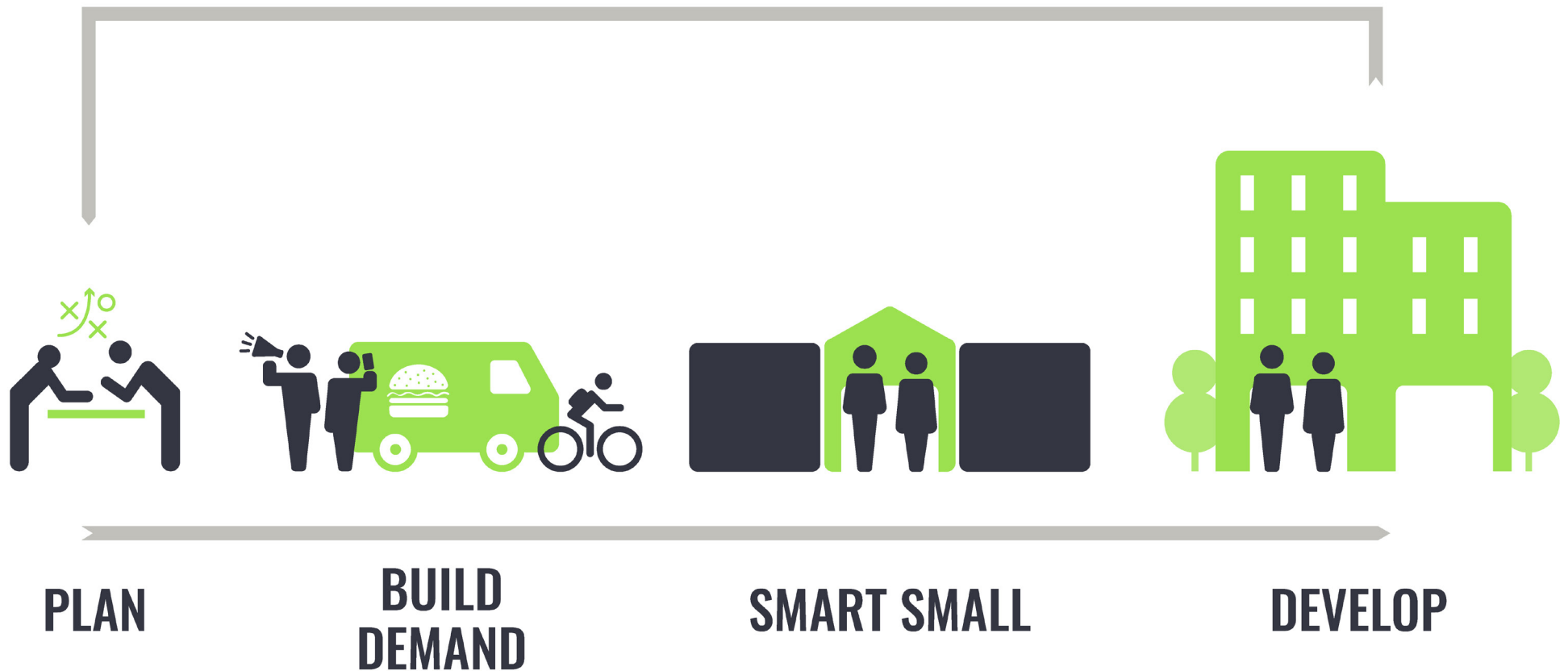


TIME!



DEVELOP

PLANNING The New (Old) Way



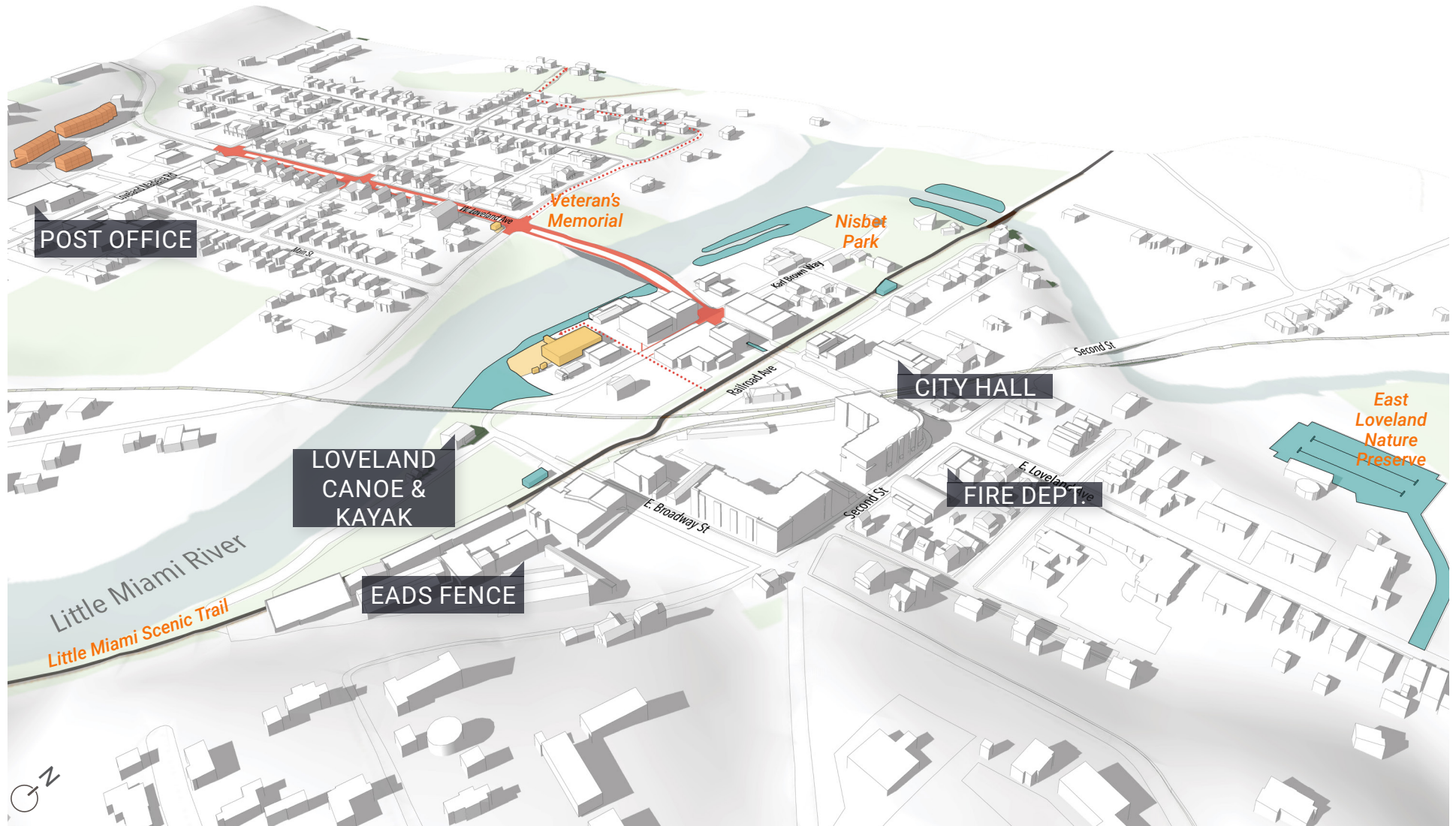
EXISTING CONDITIONS



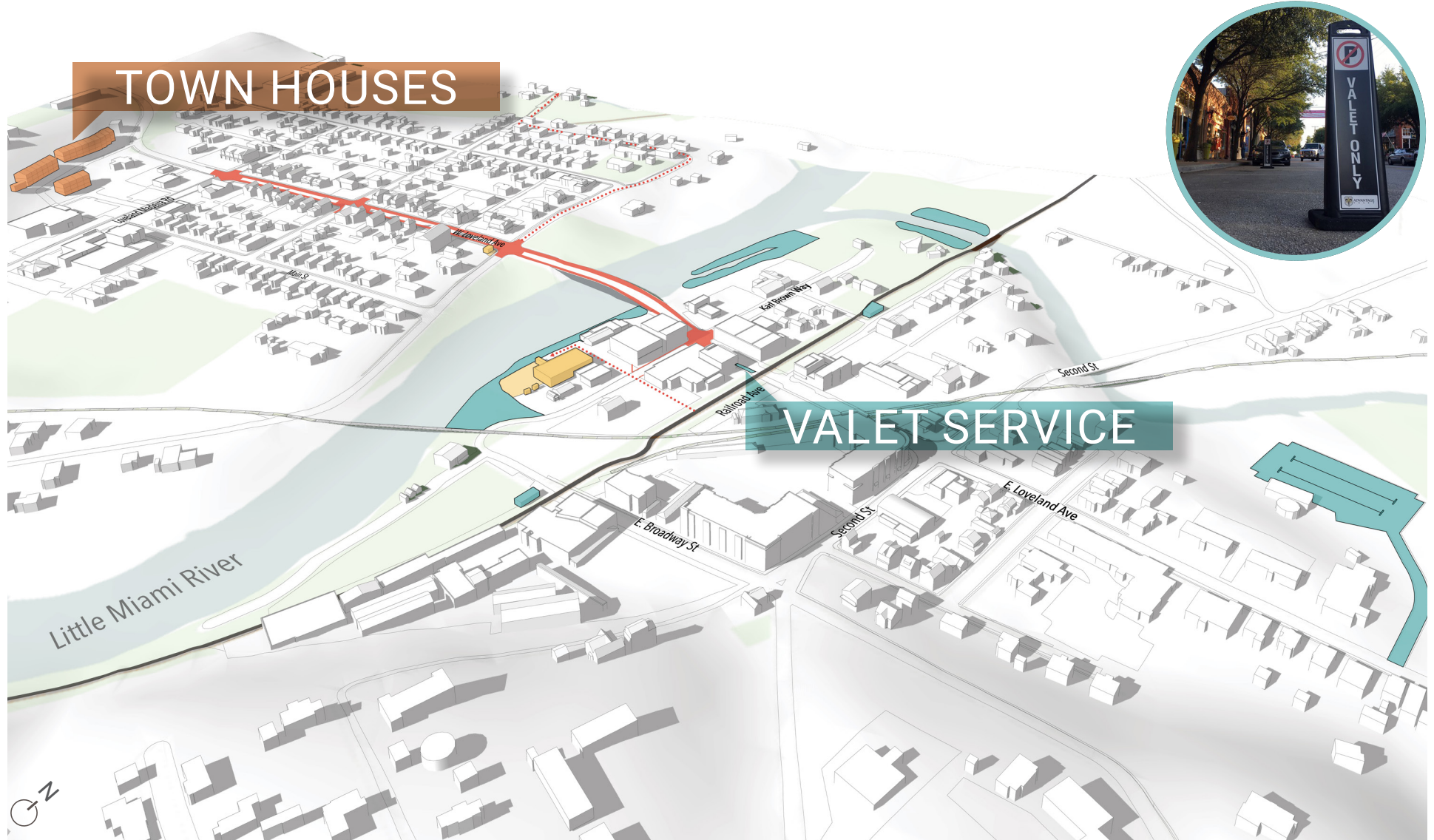
The first three years

**Lay the groundwork for growth
through pilots, policy and
structure.**

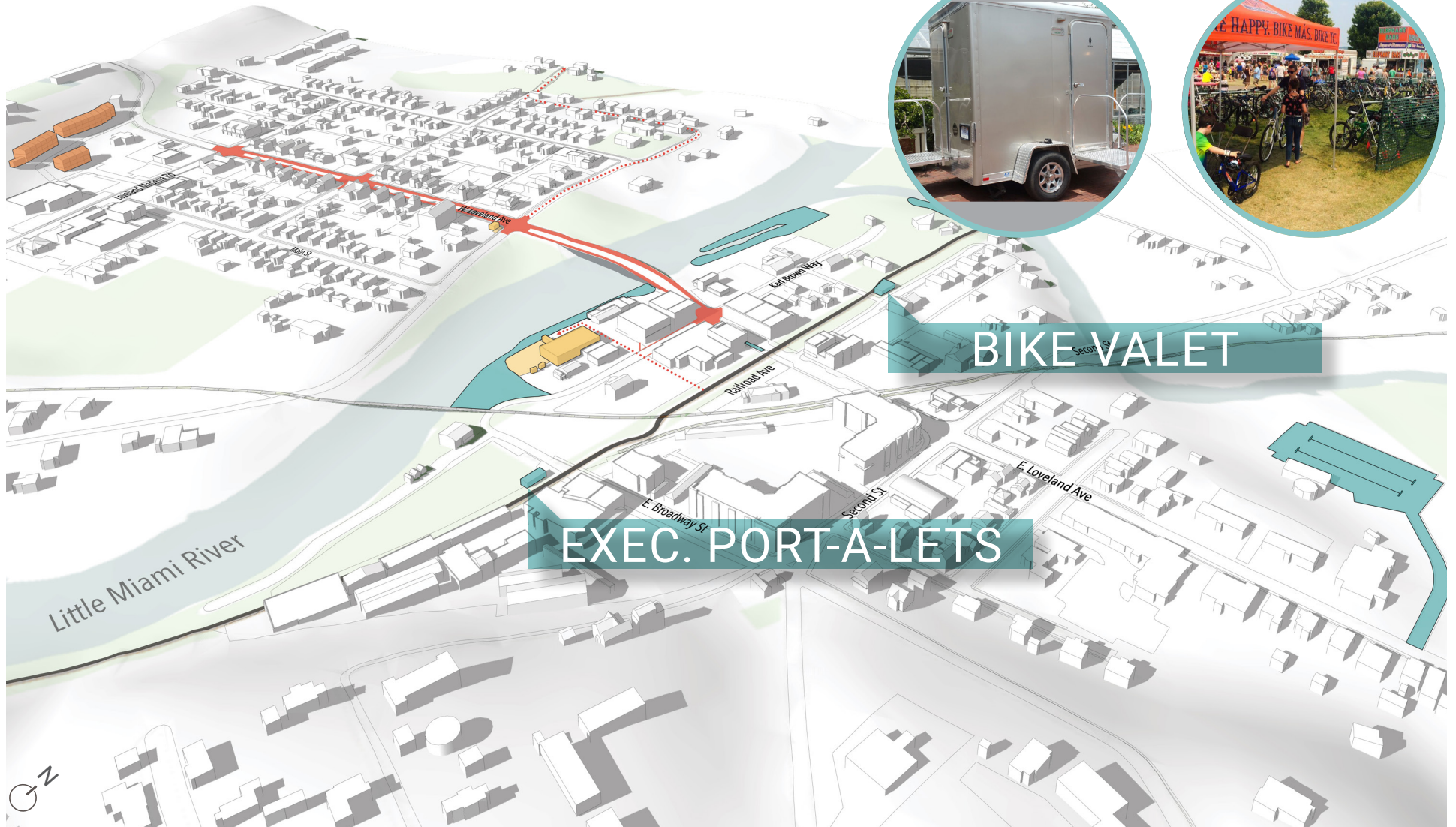
PHASE 1 0-3 Year Initiatives



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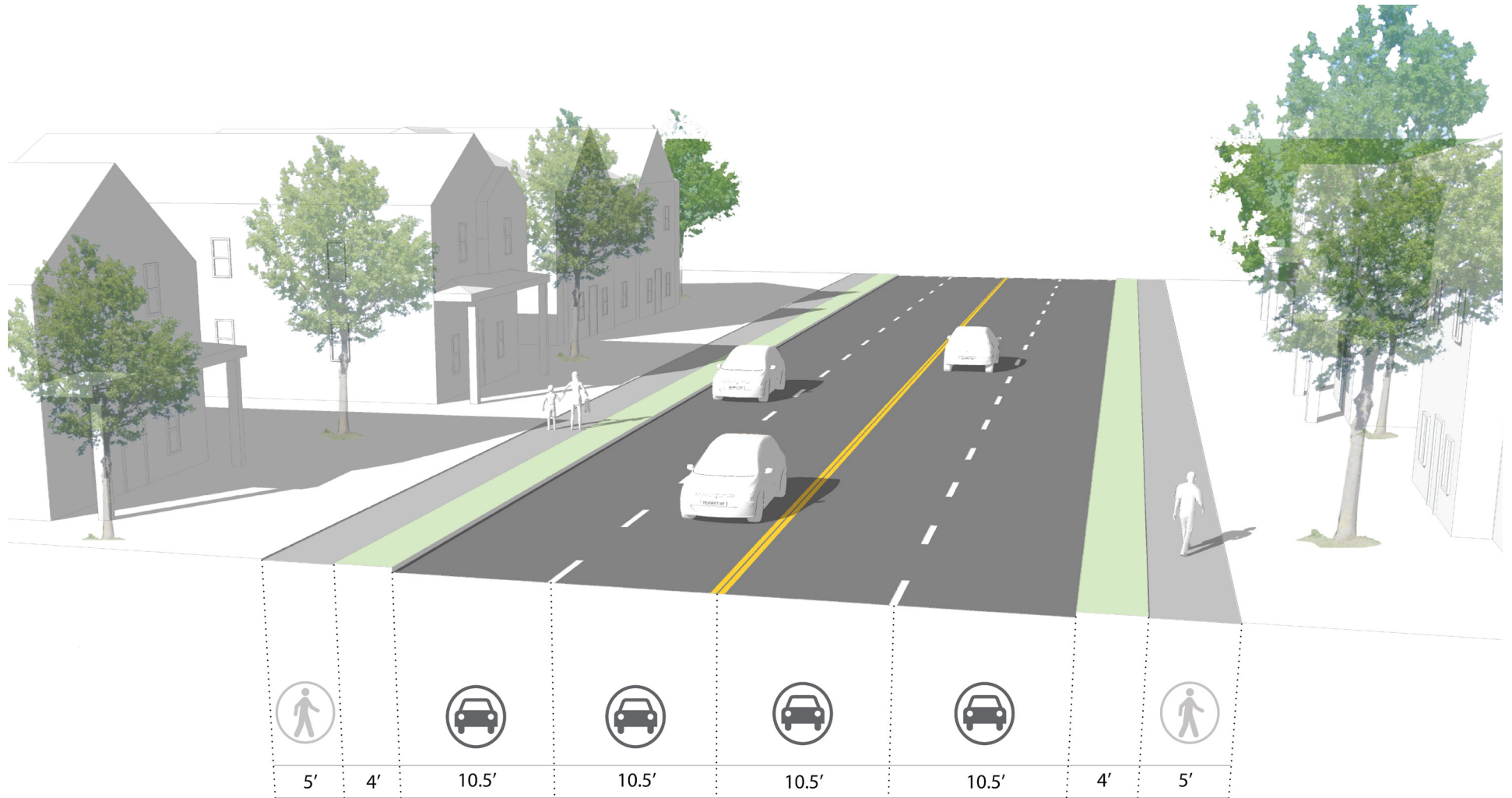
PHASE 1 0-3 Year Initiatives



PHASE 1 0-3 Year Initiatives



PHASE 1 W. Loveland Ave. Road Diet Pilot



Existing Section (looking west)

PHASE 1 W. Loveland Ave. Road Diet Pilot



Option 1

PHASE 1 W. Loveland Ave. Road Diet Pilot

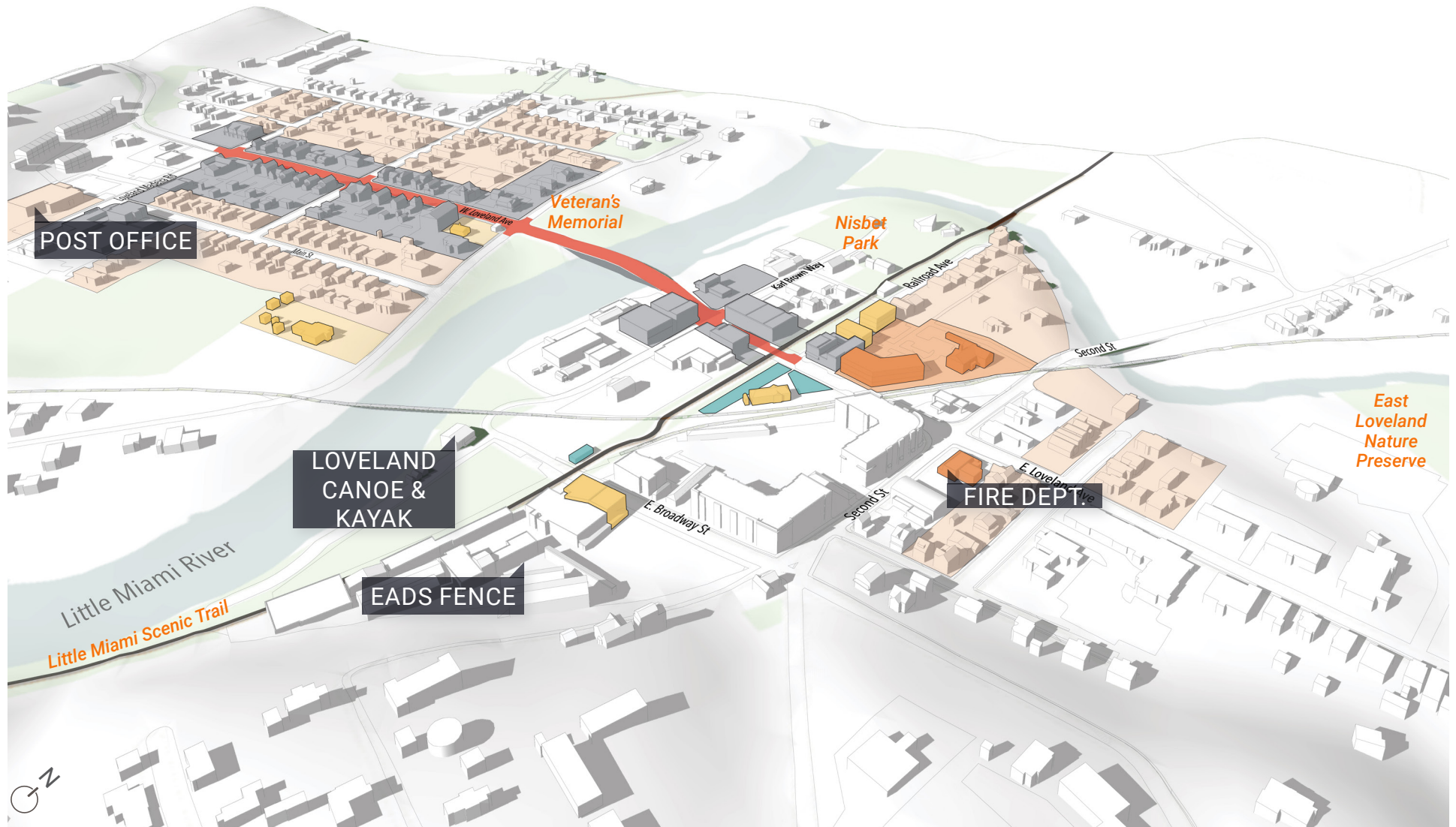


Option 2

Years 3 to 5

**Smart small investments start to
shape shape bolder initiatives.**

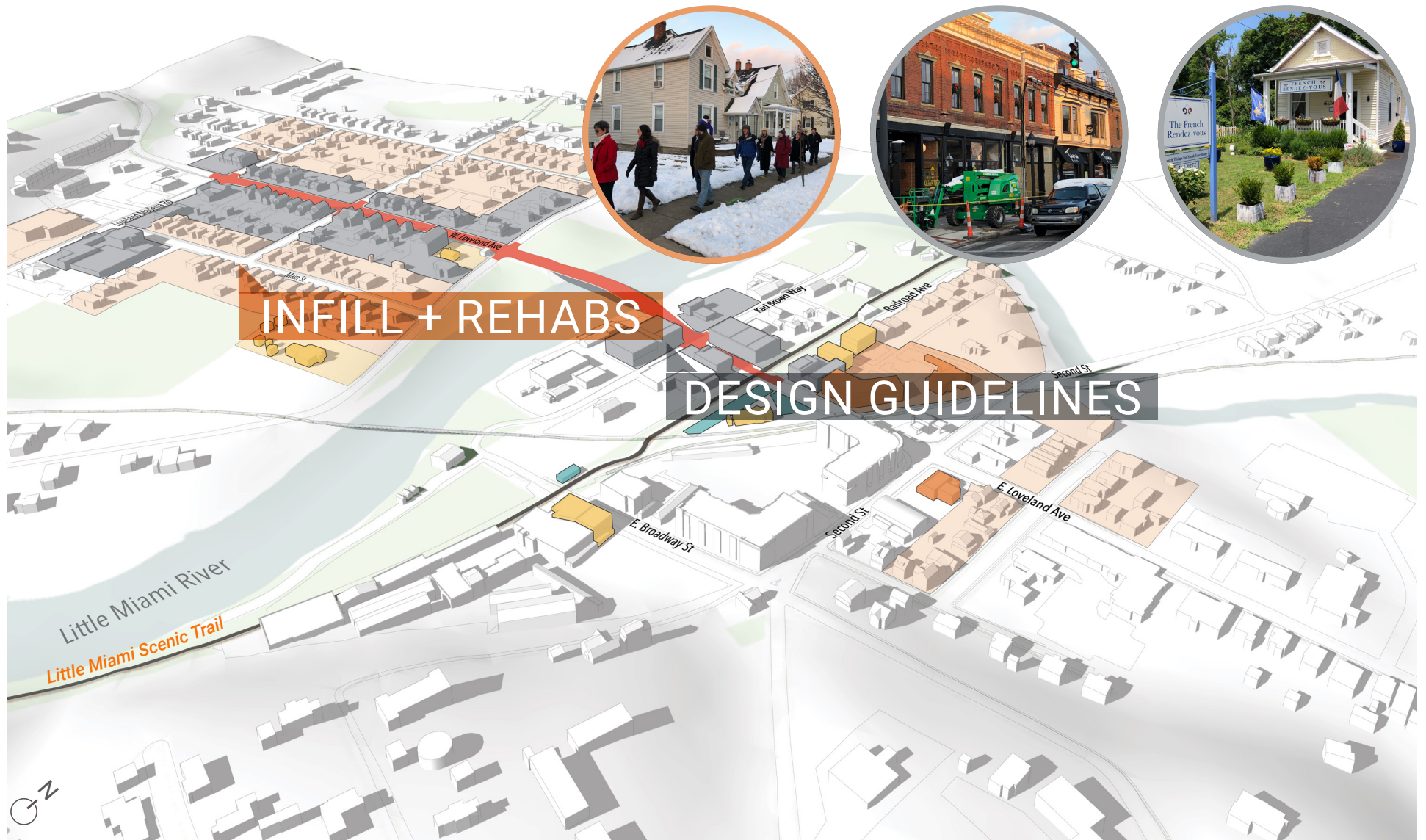
PHASE 2 3-5 YEAR INITIATIVES



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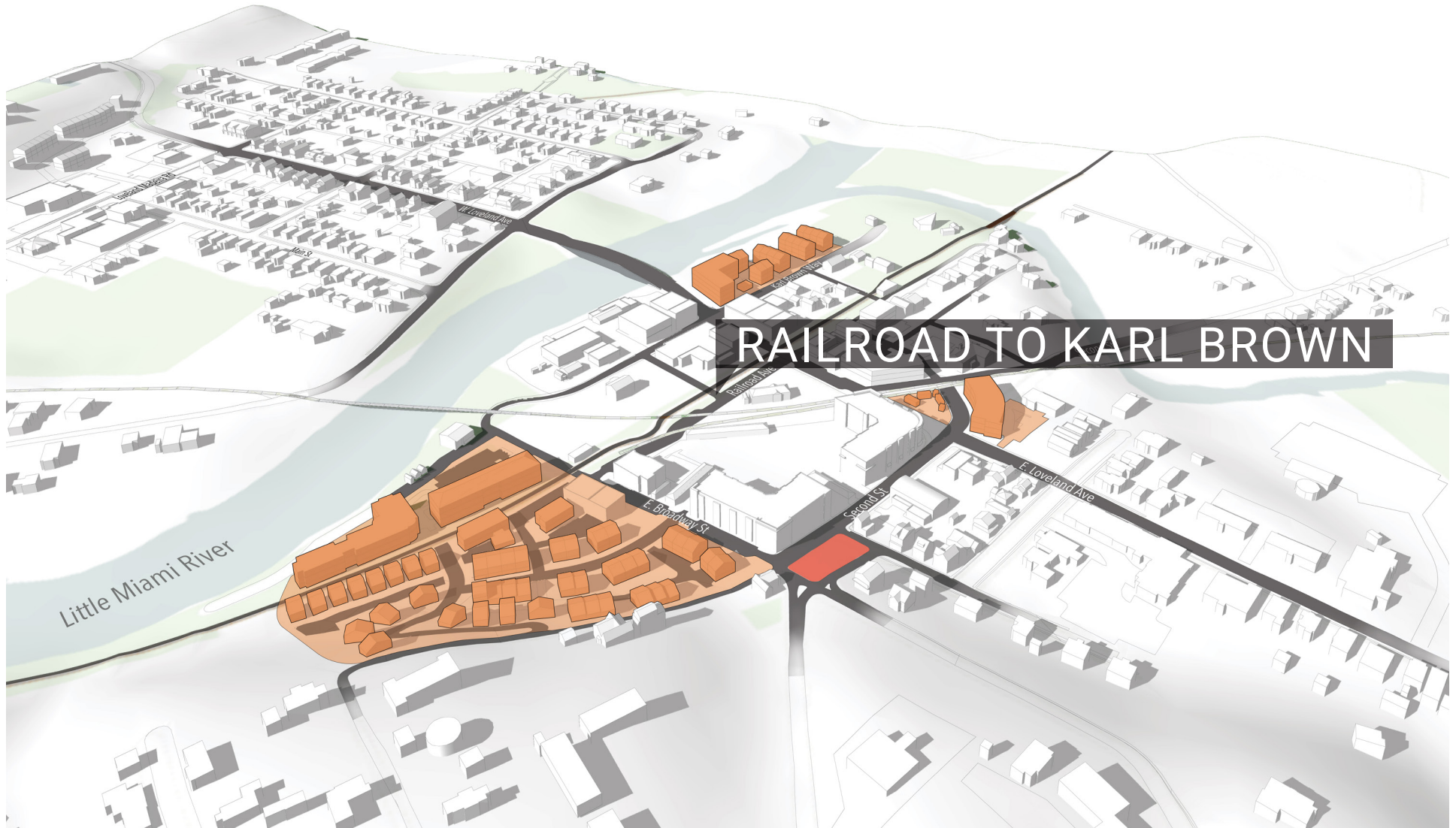
Years 5 to 10+

Sustained and managed growth

PHASE 3 STREET NETWORK ADDITIONS



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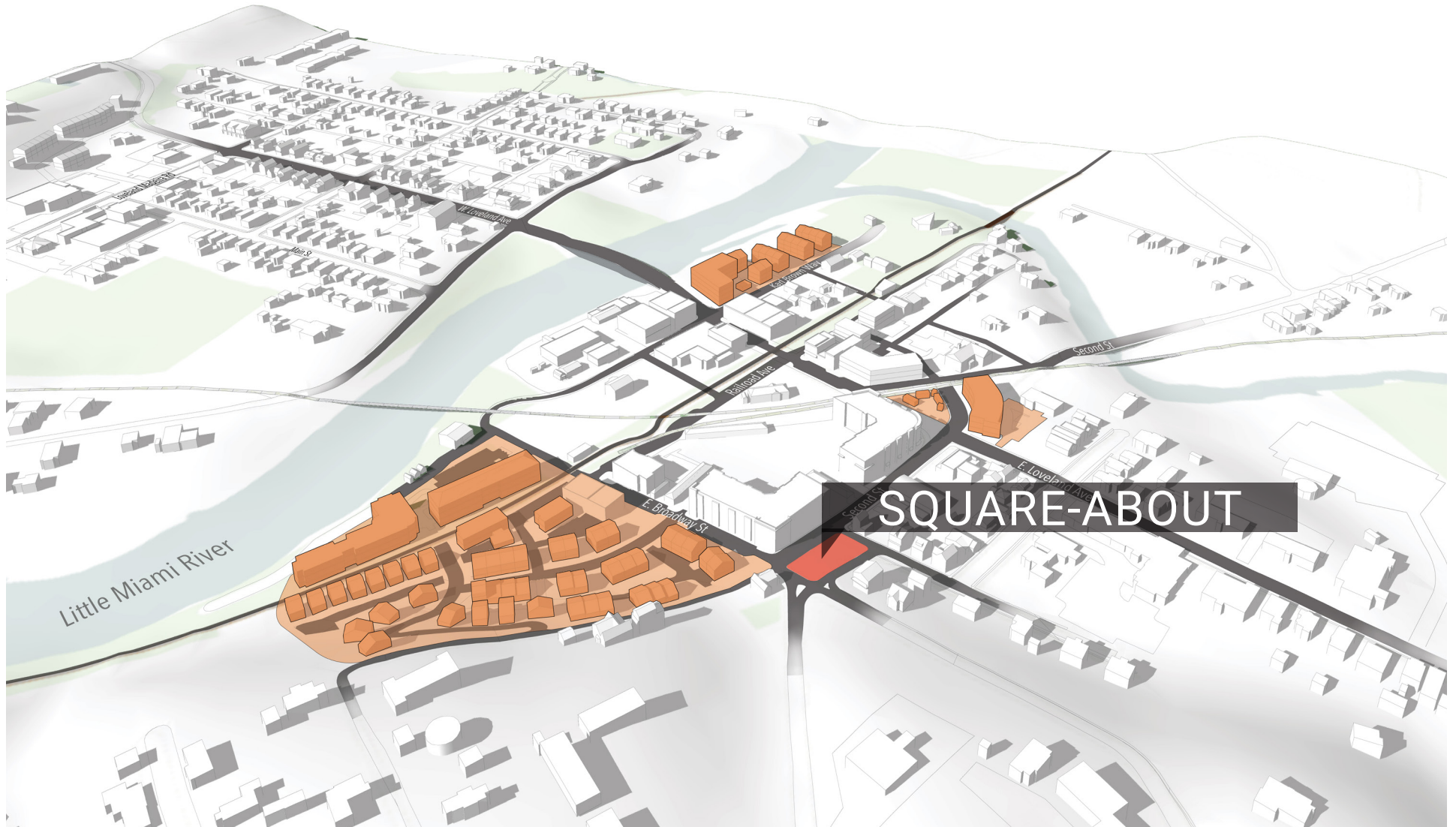
PHASE 3 STREET NETWORK ADDITIONS



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PHASE 3 STREET NETWORK ADDITIONS



PHASE 3 5-10+ YEAR INITIATIVES



PHASE 3 5-10+ YEAR INITIATIVES



KARL BROWN

PHASE 3 5-10+ YEAR INITIATIVES



SECOND ST.




PHASE 3 5-10+ YEAR INITIATIVES



NEXT STEPS

- » Provide feedback to team tonight
- » Refine and prioritize recommendations
- » Present final draft recommendations (Late May)
- » Finalize Downtown Strategic Investment Plan (June)

BEFORE YOU GO

- » **Dot up stations**
 -  Initiatives that you think meet the goals
 -  Initiatives that you think do not meet the goals
 -  Initiatives that should be prioritized
- » **Provide other input to team and place stickies on boards**
- » **Stick around for Loveland Young Professionals After Party**

THE YARD IS MEMORABLE

THE YARD IS WHERE THINGS HAPPEN

THE YARD BRINGS PEOPLE TOGETHER

THE YARD GROWS AND CHANGES

THE YARD IS A MEASURING STICK

THE YARD IS HUMAN PACED

YARD & COMPANY

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